Candy Bar Gazebo

Volume III, Issue 3 - Summer, 1986

[Issue II]

A Treat To Read

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THE ORIGINAL WAFER BAR

What was the original wafer bar? Denver Sandwich, made by the Redel Candy Corp. of Milwaukee, Wisconsin. That bar was later taken over by the Sperry Candy Co., also of Milwaukee. The bar was continued through World War II. After the war the Sperry Company was sold to the Pearson Candy Co. of Minneapolis in 1962. By 1967 Sperry was again sold, this time to the Schuler Candy Co. of Winona, Minnesota. That's when Denver Sandwich was retired as an active bar.

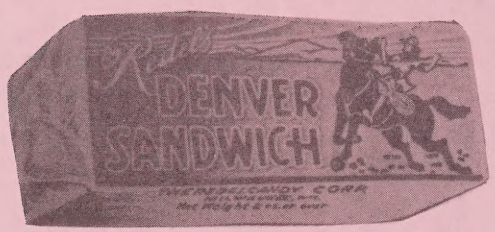
The Redel Candy Corp. made a number of bars. Fly High was a peanut butter and caramel bar coated with chocolate. Fruity Bar was a chocolate coated fruit bar.

Two 10¢ items were introduced in 1931 - Prune Whip, and Here They Are. Prune Whip had a nougat center mixed with chopped prunes and was coated with milk chocolate. The Here They Are bar had a soft chocolate center dipped in milk chocolate.

Denver Sandwich sold for 10¢ when it first came out. Another slogan for that bar was "The Candy Lunch."

Other Redel bars were Moonshine Mike, O-Ma, Johnny Jingle, and Big Boy. Those bars all had marshmallow centers. Redel also made a Nougat Bar and a Cherry Bar. Polo Nola - Darling Bar was an English toffee bar. Sweet Patootie bar had maple cream, marshmallow, and nuts, with a chocolate coating. A molasses and peanut bar was called Crisp Peanut Bar. Yummy - It's Good Bar had a caramel coconut center with fudge, and it was also chocolate coated. A Baked Potato Bar was also made. Still other Redel bars were Now Harold, Bis K Tony, and Record Breaker.

It appears that the Depression did the Redel Candy Corp. in., as it disappeared from the scene, its last advertising appearing in the early 1930s.



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Active membership requires an annual fee of $15.00. Active members receive four quarterly issues of Candy Bar Gazebo, and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at $4.50 each.

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ON DISTANCES

I can remember coming to the United States from Germany as a youngster and seeing the Statue of Liberty for the first time. What a sight that was, even for a 4½-year-old.

It was many years later, after having traveled the length and breadth of this nation many a time, that I really began to appreciate the United States. It contained many regions, dialects, and a melting pot of people. The United States truly emerged as a land of opportunity.

The European continent has been a main supplier of immigrants to this country. To the European the United States is still a symbol of liberty, freedom, and a place where things can be done your way without too much interference from the government. But what makes difficulties for the European to grasp is the size of this country so that grasp becomes meaningful in terms of doing business.

For example, to get across just one state, Illinois, from north to south, you travel around 450 miles as the crow flies. To go approximately that distance in continental Europe you'd pass through Holland, Germany, Switzerland, and into Italy - four countries.

To go across Texas from east to west you'd travel about 800 miles. To travel that approximate distance in continental Europe you'd start out in Russia, go through Poland, Germany, and Holland.

Europe is a bit more compact to say the least.

That's why European confectioners trying to sell their products in the American marketplace often have a difficult time of it when they try to market on their own. It's the long distances involved. That's why most European confectioners find an American importer or distributor rather than trying to go it alone. There are exceptions, of course.

Anyone for Australia?

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What have the Russians got that we in the United States need to know about? It seems that commercially valuable information can be obtained through the CIA, according to a report filed in The Nation magazine in September of 1985. A Freedom of Information Act request was filed by Mars Inc., in 1981, to obtain date about the chocolate industry in the Soviet Union and other Warsaw Pact nations.

Mars Inc., received considerably more than the standard photocopies of the agency's extant files, according to The Nation. The data could have been quite useful to Mars, but the package of delicious goodies wasn't delivered until three years after the request was filed, so the data received was of little use.

EL TORO!

Bullfights, Bizet's Carmen, Valencia oranges, the bolero, the flamenco, Ferdinand and Isabella and Christopher Columbus, the artists Velasquez and Goya, Cervantes' Don Quixote - what country are we talking about? Spain! Proud Spain once ruled nearly half the world. In the 16th century Spanish galleons sailed the seas as the lords of those waters. The Spaniards were avid explorers of the New World and that opened up those lands for others to follow. And it was the Spanish explorers who brought the cocoa bean back to Europe, so that chocolate soon became the drink of the nobility, and eventually became one of the most popular sweets known to the world, chocolate for eating.

Olive oil, wine, and siestas bring Spain to mind. The southeastern Mediterranean coast is the garden land of Spain. It is here that almonds, oranges, lemons, figs, dates, melons, and sugar cane are grown. It is from this region that sherry wine comes from, the name evolving from the city named Jerez.

Hernando Cortez was the man more or less responsible for introducing chocolate to Europe. He demanded 300 loads of chocolate from Montezuma, emperor of the Aztecs, as part of the tribute to be paid. Some of that chocolate made its way back to Europe. But for some reason, chocolate didn't catch on in Spain as much as it did in other European countries. Perhaps that was because the almond was in plentiful supply.

The almond can be considered the nut of Spain. The almond tree has been cultivated as far back as Biblical times and was highly prized in Syria and Palestine. It probably originated somewhere along the Mediterranean.

The tree reaches a height of from 20 to 30 feet, and has white or pink flowers early in spring. The fruit has a soft outer coat that encloses the shell, within which is the seed, or kernel. Trees with white blossoms bear bitter almonds, while pink blossomed ones bear sweet almonds. Bitter almonds are used in the manufacture of flavoring extracts. Sweet almonds are made into almond paste used in both baking and candy making. Almond butter is also produced.

There is one confectioner in Spain that makes use of the almond in almost all of its products. Monerris Planelles, S.A., was founded in 1883. And almonds are indeed the main ingredients of most Planelles products. The firm was established in Jijona, a southeastern Spanish town right in the midst of the almond raising section of Spain. The brand name El Almendro was chosen (The Spanish word for almond is almendra). Other factories of the company are located in various parts of Spain today.

Almost 1,000 workers are employed in manufacturing sweet stuffs. And products have been exported from Spain since 1925. Several pastry products are turned out. One such product, Imperial Bread, is a combination of marzipan (made from almond paste, sugar, etc.), jam, egg yolks, and other goodies. It dates back to medieval times as a sweet stuff.

Pasteles Gloria is a candy that consists of a marzipan covering over a sweet jam center. A number of nougat products are also turned out. One of them, El Almendro Turron Coco, is the only nougat which does not contain almonds. It is made of grated coconut and sugar only.

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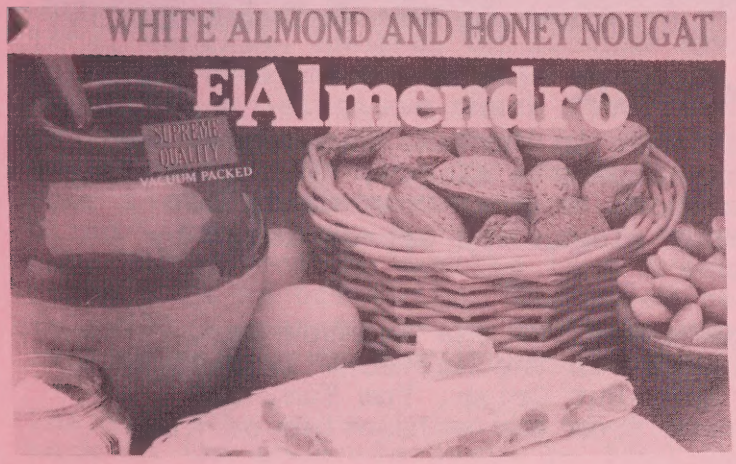
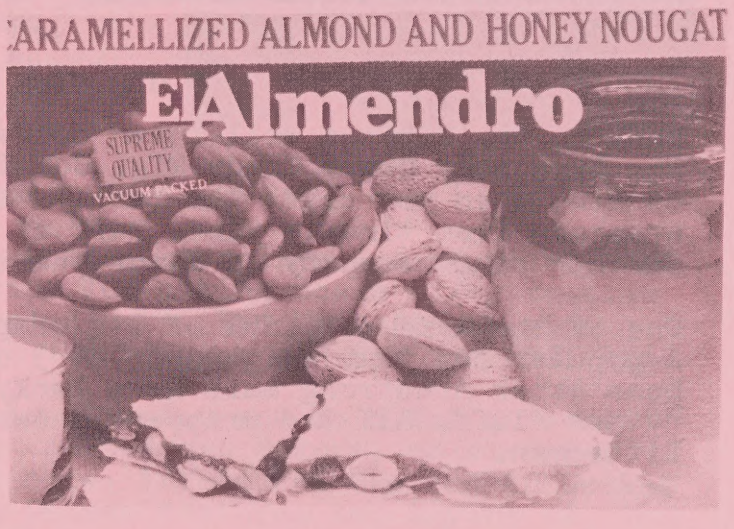
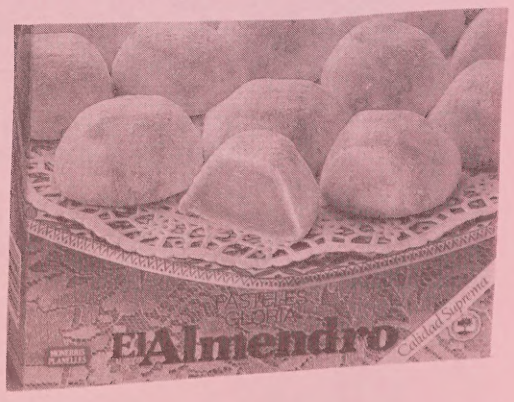
Turron Jimona has a buttery-like texture, and is made of almonds, honey, eggs, and other ingredients. This candy, as are most Planelles products, are packaged in boxes rather than wrappers. Some of the candies are rectangular in shape to be cut or broken off, while others come looking like small pizzas to be broken off and eaten. The candies to be broken off have an edible wafer paper on top and bottom so they won't stick to the hands while being broken off.

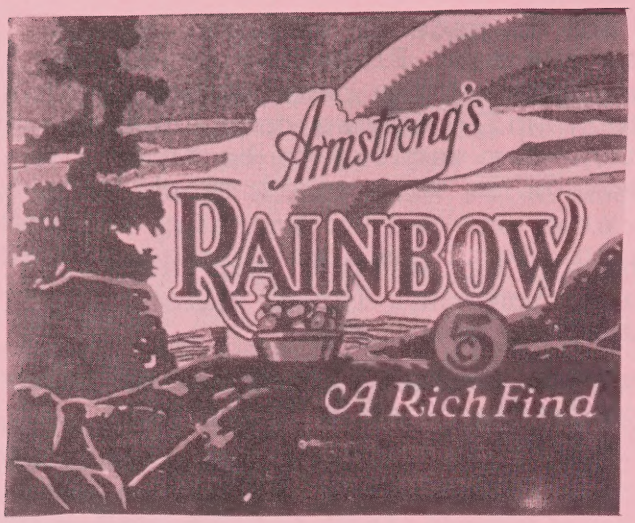
Alicante Nougat contains almonds, sugar, honey, egg whites, and tastes great. White Almond and Honey Nougat contains somewhat larger almonds. A caramelized almond and honey nougat is another specialty.

Spain has numerous other confectioners, but the products of Monerris Planelles, S.A. are something special, because they really bring this great taste of Spain to the rest of the world.





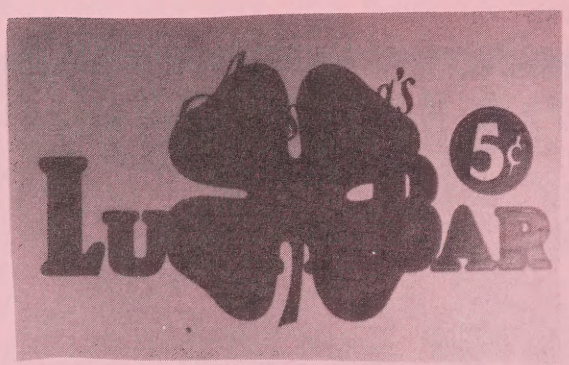


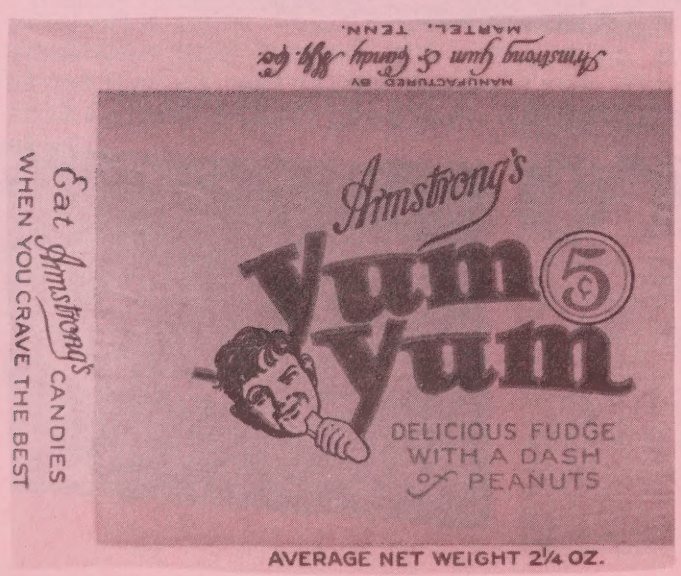


OLD TIME MYSTERIES

Back in the 1930s a well-known confectioner in Martel, Tennessee, was the Armstrong Gum & Candy Mfg. Co. The company's slogan, "Eat Armstrong's candies when you crave the best," was shown on Armstrong candy bar wrappers from time to time. Part of that slogan was appropriated by another candy company in later years.

One of the more colorful of its wrappers was for the Rainbow bar. A popular bar that weighed in at 3 ounces was the Malted Milk Delight. Some other Armstrong bars were Lucky Bar, Nut Crisp, Yum Yum, and Nougat Fluff. All the wrappers shown are from the collection of Alan Bitterman.





MOON PIES

The first Moon Pie, a bakery confectionery product, was turned out in 1919. It was another of those events that turned out to be a bit of Southern history, just as the first Southern candy bar, the Goo Goo, made history back in 1912.

A Moon Pie was, and still is, made of two soft cookies that are about four inches in diameter. Between the two cookies is a layer of marshmallow. That layer is approximately 1/4 of an inch thick. Several flavors of the sandwich are available - the coating determining what the flavor is going to be - chocolate, vanilla, banana, or coconut are the coatings used to drench the sandwich. The result is a delicious snack food that is wrapped in clear cellophane so the colors show through. So it's difficult to miss on your flavor, unless you happen to be color blind - the banana Moon Pie is a pale, delicate yellow color; vanilla is a creamy white; chocolate a dark brown, and coconut is an off-white. The exact recipe for making these nifty cookies is still a secret, so it can't be repeated here. The Moon Pie is also available in a double decker version in which three cookies are utilized.

The Moon Pie was originally 4½ inches in diameter and sold for a nickel back in the good old days. In 1969 the Chattanooga Bakery, which makes them, and holds the trade mark for the name, introduced the Double Decker Moon Pie (mentioned above). The Double Decker features two layers of marshmallow and an extra layer of the flavor coating.

The Moon Pie has been an unqualified success in the South, and has had many imitators. Those imitators have to refer to their products as marshmallow sandwiches, but there's still something magical about the taste of a real Moon Pie- those little fellers are indeed mighty tasty.

In 1985 The Great American Moon Pie Handbook, text by Ron Dickson, came out to extoll the virtues of this southern delicacy. The book wasn't nearly as good as the Moon Pie, however.

Perhaps the rest of the United States, and perhaps the world, will soon become exposed to the charms of this yummy snack food. The Moon Pie has been around for over sixty five years now, so certainly deserves more recognition.

You may write the Chattanooga Bakery at:

P.O. Box 111
Chattanooga, TN 37401

or call - (800) 251-3404

MORE ISM NEWS

The last issue of Gazebo had the special trade show supplement with bars from Intersuc in Paris and ISM in Cologne (entrance shown below of the registration hall with streetcars in front). Some additional bars need reporting on, so here goes.

Mustang's from Malta. Consolidated Biscuit Co. Ltd. is the maker. The bar is a chocolate flavored sandwich biscuit, and only tastes fair.

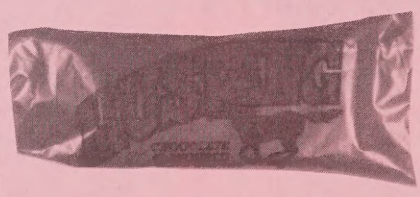
A much better than average Japanese chocolate is made by Morinaga. The Yell milk chocolate bar has a decent taste.

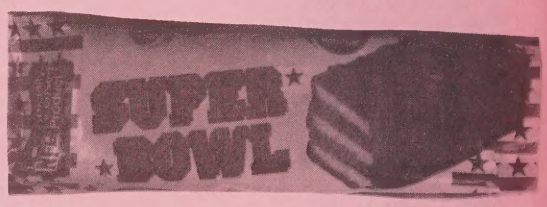
Skipper is a new bar from Zaini of Italy. The bar is a combination of ground hazelnuts, coconut, flour, and chocolate flavoring (plus cream) to make for a nice tasting bar.

Zahor white chocolate bar comes from Spain, but the taste is only fair.

Pernigotti of Italy makes a very good chocolate product. Its milk chocolate bar with hazelnuts is an excellent bar.

From Italy, by Fida, comes a good tasting sponge cake type of bar called Super Bowl. Made for export to the United States it featured the names of the Tampa Bay Buccaneers and the New York Giants. But in 1986 the two teams in the Super Bowl were the Chicago Bears and the New England Patriots.





ISM News concluded.

From Ülker of Turkey comes the Hazelnut Wafer bar, containing hazelnut cream between a thin layer of wafers. Quite good to the taste.

The Nocciolato milk chocolate bar with hazelnuts made by Novi of Italy is a very fine bar of chocolate. It melts in the mouth - the chocolate, that is - the hazelnuts are chewy.

Ion of Greece producs a fine milk chocolate bar with a cream filling.

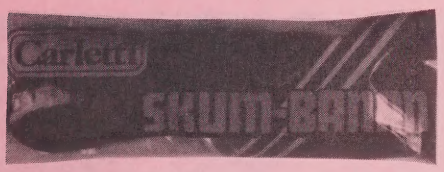
A bar from Hungary is the Maxi Sport bar. It's a chocolate bar with a soft chocolate filling and tastes fair.

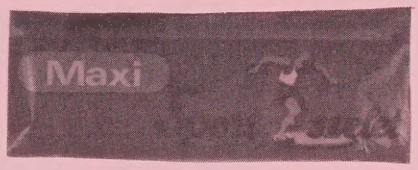
From Denmark comes Skum-Banan by Carletti. A banana flavored marshmallow bar it is chocolate covered. The taste is only fair.

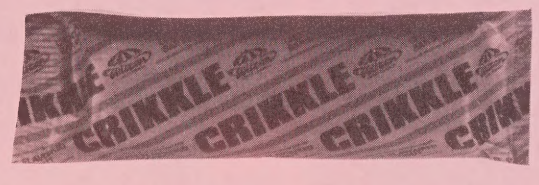
Quatro is a bar from Finland. It's available in four flavors and is a filled bar. The Toffee center bar is the best of the lot. Hellas is the manufacturer.

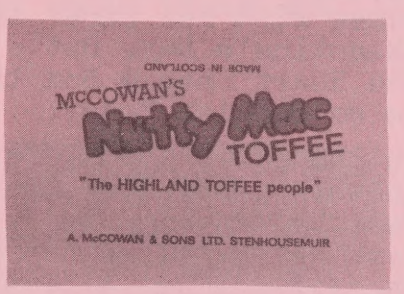
Misty is from Norway, The Royal Norwegian Confectionery Company. It is a very good tasting flaky chocolate bar.

Today is a milk chocolate bar from Holland (fair), and Crinkle by Wilton comes from Ireland (good). And from Scotland comes McCowan's Nutty Mac Toffee Bar (fairly good).









INDUSTRY NEWS

Al Westerfield, Elk Grove Village, Illinois, has come out with a railroad box car model that sports the Mars Snickers decal in authentic colors. In 1931 Mars leased 125 reefers for exclusive use for shipping Snickers bars cross country.

The Pearson Candy Co., Minneapolis, is now owned by Larry Hassler, with a minority interest being held by Judy Johnston.

Fanny Farmer will be moving to Wakefield, Massachusetts. Fanny Farmer is owned by Poulain of France.

The Bayou Division of American Candy has been purchased by Sather's Inc., of Round Lake, Minnesota.

Leaf, Inc., now announces that production of the Clark Bar and Zagnut will remain in the Pittsburgy area. A factory located in the O'Hara Regional Industrial Development Corporation has been leased for five years.

The Gardner family of Peanut Butter Meltaway Bars sold their line to Brach's of Chicago in 1985. The Gardner Candy Company started 88 years ago in the small town of Tyrone, Pennsylvania. In 1910 James Pike Gardner created the first heart-shaped candy box. He decided to decorate his candy boxes with red paper hearts for Valentine's Day. Out of that grew the Heart Shaped Box that still is so popular today.

In the early 1960s, Dave Black, another generation member of the family, experimented with the combination of peanut butter and chocolate. That became the Meltaway Bar. When Brach acquired the Meltaway Bars and plant, the Gardner regular plant and stores were not part of the acquisition. Gardners Candies are now located in new facilities where special chocolates and candies are still made for distribution to the thirty-two retail stores.

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Due to a printing error in the last issue of Gazebo the small photo of the Planter's Vineyard Maid candy bar was dropped. Her it is now, in all its full glory.

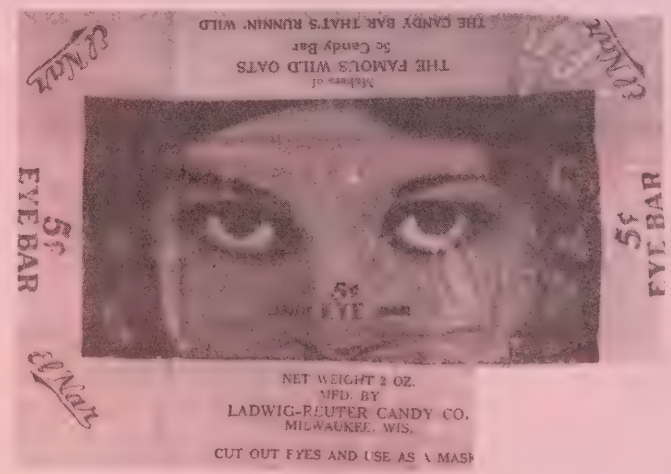
THE WARTNER COLLECTION

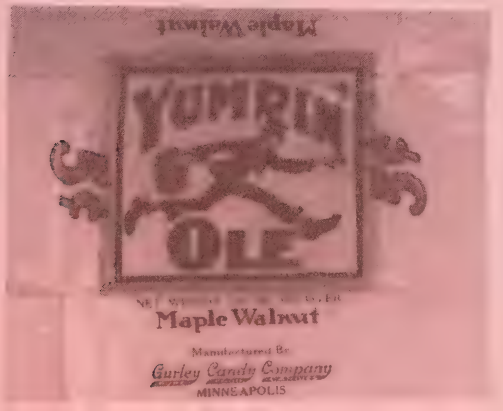
It was World War I that really gave an impetus to the American candy bar business. All chocolate manufacturers had furnished chocolate for doughboy use during the war. And after the war confectioners realized they had a commodity on hand that they could sell to the general public. One of those companies was Gunz-Durler Candy Co. of Oshkosh, Wisconsin, and they put their sales pitch in right to the returning veterans by naming their pecan nut bar Legion's Buddy. The bar first appeared in late 1918 and sold for 5¢, and had a net weight of not less than 1½ ounces. (Gunz-Durler is now out of business.)

Ladwig-Reuter Candy Co. of Milwaukee, Wisconsin, had a unique idea for their 1920s Eye candy bar. On the wrapper it said, "Cut out eyes, and use as a mask." That certainly was making a good and novel use of the wrapper. (Ludwig-Reuter is no longer in business.)

Van Engers, Inc., of Chicago, came out in the 1920s with a name for a candy bar that was a twist on a popular expression of the times, "Damn, if I know." The bar, in order to avoid using a swear word in the title, simply was called the Damfino bar (try pronouncing it out loud). Van Engers is no longer in business.

Up in Minnesota the Gurley Candy Company of Minneapolis honored its Swedish population in its candy bar, Yumpin' Ole. Back in the 1920s ethnic humor was a thing of the times. Good-natured banter of this sort appeared on the radio program that appeared in 1932, Kaltenmeyer's Kindergarten. Children who spoke with foreign dialects were featured on the program. The program reflected the tremendous wave of immigrants that had come into America from Europe. The program was done in good taste and was a comedy. The program was changed around and finally dropped when World War II came along. The Swedish character on the program was named Yohnny Yohnson. Jim Jordan and Marian Jordan (later of Fibber McGee and Molly fame) got their start in radio playing the parts of Mickey Donovan and Gertie Glump on that program. (Gurley is no longer in business.) All wrappers shown below are from the Wartner collection.



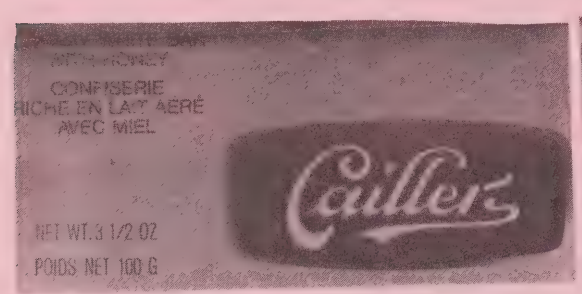


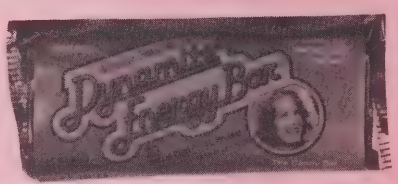
BARS, BARS, BARS

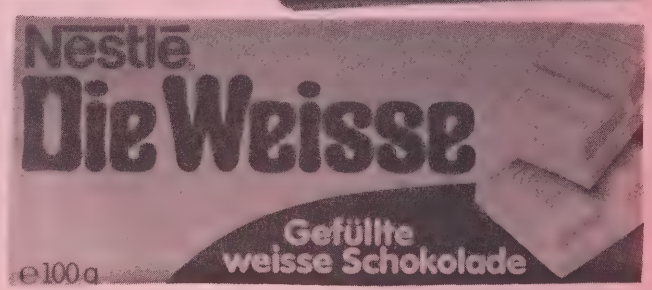
Interstate of Skokie, Illinois, has come out with a chocolate cookie wafer bar called Milk'n Cookies. That's the same name that was used by Boyer Bros. about four years ago with their Milk'n Cookies bar. That one is no longer being made.

Making candy bars for fund-raising projects is big business. And more and more companies are getting into the act. Cocoline Chocolate Company, Inc., of Brooklyn, NY, produces a bar called America's Best Chocolate Crisp Milk Chocolate Bar. It's produced to make a profit not only for the maker, but also for the fund raiser. The 2.75 ounce bar brings in $1.50. The bar is made of good chocolate. It's tasty. Cocoline is struggling this year because it is a small chocolate wholesaler. Candy makers are struggling because of sugar costs. It costs American candy makers four times more than it costs their foreign competitors, since price levels for domestic sugar are not guaranteed.

It is hard to be enthusiastic about the new Dynamite Energy Bars that come in four flavors, orange, maple, vanilla, and chocolate. Each bar weighs 2.5 oz. and costs $1.50. The claim is made that it's "The Candy Bar That's GOOD for You!" It is a so-called health bar that contains 296 calories! Sorry, but these bars are not for me. Naura Hayden, a former actress, is the name behind the bar.



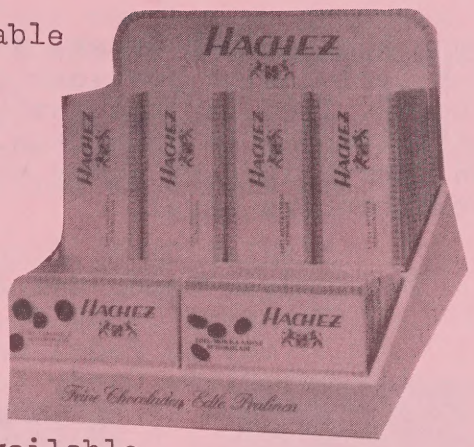




Nestlé is making available in the United States through catalog sales some of the Nestlé bars made in foreign countries. A series of bars made out of white chocolate (cocoa butter) come from Belgium. They are called Galak bars. Several varieties are available. Two German bars are also available, two bars called Die Weisse, white chocolate with different fillings. A Cailler Honeycomb bar is made in Switzerland. This bar has the taste of honey and is excellent. Four Cailler Ingot bars are also available - Frigor, Selim, Mocca, and Pistac. They taste fine.

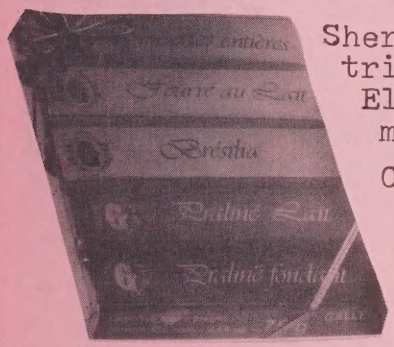
BARS, BARS, BARS (concluded)

Hachez candy comes from Germany, but is now available in the United States through the Atco Trading Inc. The company (Hachez) was founded in 1890 in Bremen, Germany, by a Mr. Hachez, and a Mr. Linde. Fine chocolate bars are available in a variety of flavors.



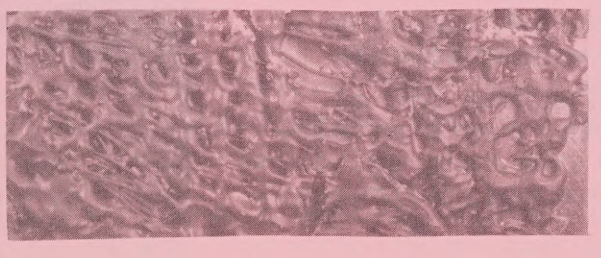
Ferrero, USA, is always coming up with new marketing devices. New packaging (four to a box) for Mon Cheri, is a case in point. That's a good move on Ferrero's part.

Galler bars of Belgium are now also being marketed in the United States. Fifteen bars are available.



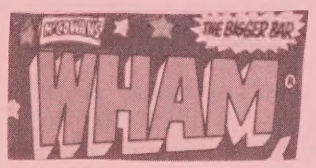
Sherwood Brands, Winston-Salem, North Carolina, is now distributing Elana Ministicks in three varieties. The Elana Flaky Layers Milk Chocolate Bar has had a good market reception so far.

Chocolate Lace is produced in Danbury, Connecticut, by Connie and Steve Bray. The candy was born in Russia, at the Court in St. Petersburg, where caramelized sugar was drizzled onto newly fallen snow, creating fanciful melting patterns that immediately cooled and hardened. It was then dipped into a waiting pan of deep, dark, chocolate. That's the way the candy is produced today, and it really is a treat to eat.



Katherine's Own Chocolate Burnt Almond Toffee was created by a 75-year-old housewife in the Midwest. Again, it's a real candy treat.

Adams & Brooks, Inc., Los Angeles, is now packaging its PNuttles in several sizes. Adams & Brooks calls its products the original butter toffee peanuts.



New in Great Britain - Robertson Foods International Ltd., Manchester, is now marketing the Bumper Bar and the Bonus Bar. McCowan's of Larbert, Scotland, has come out with a Wham Bar. And Maynards of London has a new Tropical Pastilles bar.

Bahlsen has announced a new chocolate bar line in the United States. Seven bars are available. The Bahlsen plant is in Germany's Black Forest.

NEWS FROM READERS

Glenn Sontag, Oak Creek, Wisconsin, updates the story of the beginning of Milprint with portions of a letter from Billy Heller that was dated June 29, 1960. In the letter Heller said that in 1906 there were numerous confectioners in Milwaukee. In fact, until around 1920, Milwaukee was the fourth largest candy manufacturing center in America. Some of those manufacturers were:

Ziegler Candy Company
Badger Candy Company
Fernekes Candy Co. (later sold out to Redel Candy Co.)
Val Blatz Candy Company
Bitrose Candy Company
Barkdoll Candy Company
Hohlweck's Candy Company
Imperial Candy Company
Mrs. Graf's Home-made Candy Co.
Weber Candy Company
Zenith Candy Company
Supreme Candy Company
Spaude Candy Company
Johnston Candy & Biscuit Co.
Puritan Chocolate Company
Royal Candy Company
Ambrosia Candy Company
American Candy Company
Cream City Candy Company
General Candy Company
Julia Fischer Candy Company
Keppler Candy Company
Princess Candy Company
Weber-Schlitz Candy Company
Schlosser Candy Company
Standard Candy Company
(plus others)

It was a little after 1910 that the Milprint people convinced individuals in the candy business to make a bar of candy and then wrap it in a piece of glassine.

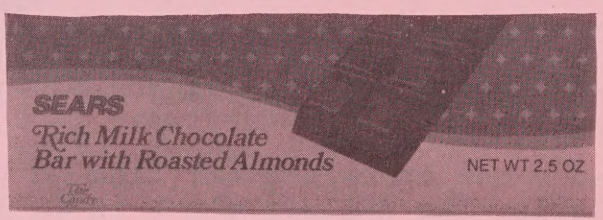
Milprint also started printing on what was known as radio-metal foil. The Fox Trot bar, Ziegler Candy Co., was perhaps the first mass produced wrapper turned out.

When personnel from the Aluminum Co. of America made a call in later years at Milprint they were amazed at how many printing jobs were being done on the radio-metal foil sold to Milprint.

In 1913 the Redel Candy Company was making a Cherry Cordial bar. A two-color Miehle press was installed at the Milprint plant to run off an order of two million glassine wrappers for Redel.

Ed Curtis, Winona, MN, writes that he's thinking of doing something with his wrapper collection. Don't wait too long, Ed.

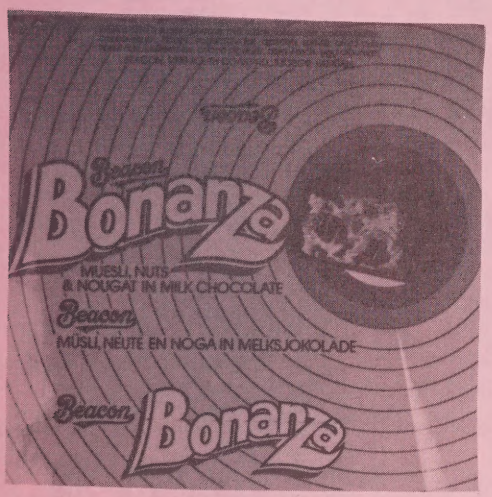
Wally Pfeiffer, Joliet, Illinois, sent along a piece from the Chicago Sun-Times on Herb Knechtel and the Frango Mint. He also sent along a wrapper from the Sears Milk Chocolate Bar with roast almonds.

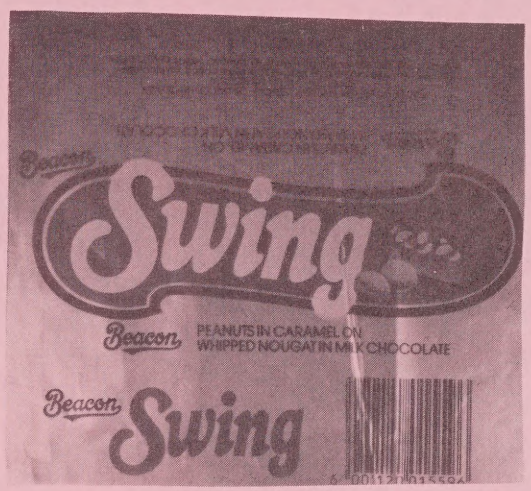


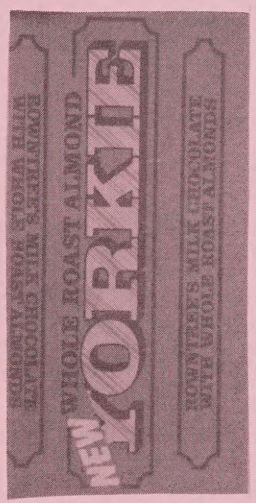
NEWS FROM READERS (concluded)

Stanislav Kramsky, Prague, Czechoslovakia, sent along two Beacon wrappers from South Africa. He says they closely resemble American wrappers. And the names are American-sounding, too! He also writes that the best chocolate is made in the following countries, ranked 1 through 10 - Switzerland, Belgium, Holland, West Germany, France, Sweden, Denmark, Italy, Greece, China. He says the best tasting bar ever was a praline filled chocolate bar from Verbeke Shop in Brugge, Belgium.

Harry Levene, London, England, wrote that the best tasting English candy bar in years is now out - the Yorkie Roast Almond Bar.







Frank Fiore, Hollidaysburg, PA, sent along a piece from the Altoona Mirror on the Gardner Candy Company of Tyrone, PA. Frank also sent along a clipping from the Harrisburg Sunday Patriot-News. That article dealt with the rise of the Hershey Company in Hershey.

Miss Hamlin's class, North Lincoln School, Alliance, Ohio, has done a research project on candy bars. They also conducted a poll on the favorite candy bars in school. Snickers came in #1. Other favorites were Twix, Hershey Milk Chocolate, and 3 Musketeers.

Namiko Katsuki, University of Wisconsin, Eau Claire, is doing a senior college project in journalism. She's putting together a sample paper which will feature candy bars as part of the American food scene.

****

MAIL ORDER

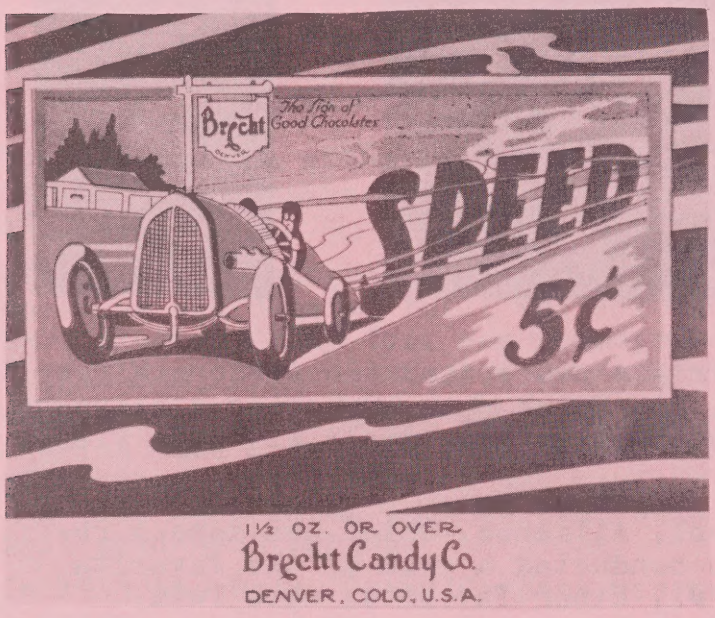
You can obtain a sample 6 ounce package of Van Leer Family American Chocolate if you wish to try this fine chocolate. You'll need to specify whether you want Milk, Semi, Bittersweet, Unsweetened, or Fondue. Cost of each bar is $5.00, postage included.

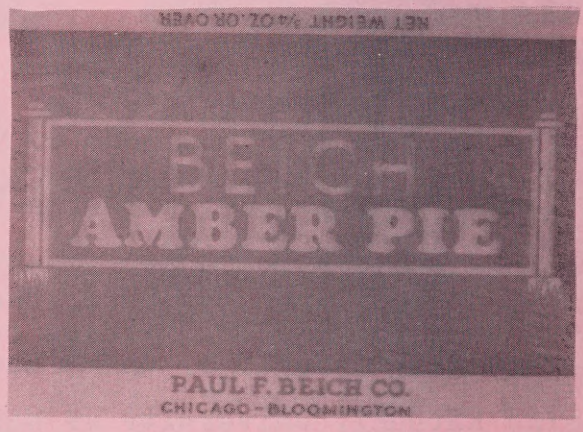
Send your order to:

Mr. G.L. Obenchain
Classic American Foods
P.O. Box 4008
Terre Haute, IN 47804

OLDIES, BUT GOODIES

Whatever happened to the Donofrio Confectionery Co. of Phoenix, Arizona, or the Brecht Candy Co. of Denver? Beich, we know, is now a part of the Nestlé operation. The wrappers shown are from the early 1930s and are from the collection of Alan Bitterman.





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